

Public Relations Activities

JICA disseminates information concerning its programs and projects together with challenges facing developing countries and their relations with Japan through various media and activities. In fiscal 2018, JICA placed a strategic focus on three specific topics: (1) the Pacific: a timely topic, as Japan hosted the Eighth Pacific Islands Leaders Meeting (PALM 8) in May; (2) Latin America and the Caribbean: 2018 marked milestone anniversaries of diplomatic relations between many countries in the region and Japan; and (3) Japan's experience in modernization and development cooperation revisited on the 150th anniversary of the Meiji Restoration (1868).

Website and Social Media

On its website, JICA introduces issues surrounding developing countries as well as JICA's initiatives and their outcomes to Japanese and international audiences. JICA also takes advantage of social media such as Facebook, Twitter, and YouTube to provide useful information in coordination with its website.

JICA Magazines

The JICA monthly Japanese magazine *mundi* and its quarterly English magazine *JICA's World* contain special features on timely topics, including those on upcoming international conferences. These magazines also introduce JICA's initiatives on some of the challenges that are attracting growing attention. Sport and development, tourism, 10 years of the new JICA, and Africa were among the topics featured in fiscal 2018.

For the Media

JICA's headquarters and domestic offices issue press releases and also hold press briefings on specific topics. The headquarters focuses on development initiatives that are characteristic of Japan as well as innovative approaches. Domestic offices, on the other hand, focus on assistance chiefly extended by local governments, universities, small and medium enterprises (SMEs), and Japan Overseas Cooperation Volunteers (JOCVs) in respective localities.

For overseas media, JICA overseas offices issue press releases, hold briefings, and organize press tours to JICA's cooperation sites. In fiscal 2018, JICA invited newspaper and TV reporters from seven Central American and Caribbean countries to Japan and provided them with the opportunity to report on Japanese technology and experiences on the topic "the environment and renewable energy," which was discussed at PALM 8.

Events

JICA introduces international cooperation and its activities directly to the general public by organizing various events in Japan and abroad in cooperation with the Ministry of Foreign Affairs, local governments, universities, and NGOs. These events include Global Festa JAPAN, held every year in Tokyo.



Thailand: Ms. Kimiko Date talking to senior citizens at a rehabilitation center that provides community-based integrated care for the elderly under a JICA project

JICA Official Supporters

The JICA official supporters are Ms. Kimiko Date, a former professional tennis player; Mr. Tsuyoshi Kitazawa, a former member of the Japan national football team; and Ms. Naoko Takahashi, the women's marathon gold medalist at the Sydney Olympic Games. In fiscal 2018, Ms. Date visited Thailand for the first time in 11 years as an official supporter. Ms. Takahashi, for her part, visited Tanzania. They learned about the realities in these respective developing countries and JICA's various activities to address them. Their visits were reported and covered extensively by the media.

Nantokashinakya Project

The Nantokashinakya Project (*nantokashinakya* means "We need to do something" in Japanese) completed its activities by the end of fiscal 2018, which marked its 10th anniversary. Popularly known as "Nan-Pro," this project promoted international cooperation through public participation. It was jointly operated by the Japan NGO Center for International Cooperation (JANIC), the United Nations Development Programme (UNDP) Tokyo Office, the United Nations Information Centre (UNIC) Tokyo, and JICA. In its final year, Nan-Pro's activities focused on leveraging manga, TV programs, and other media to better communicate to the public so that they would be more familiar with developing countries and international cooperation. Nan-Pro was completed, but JICA will continue its activities to reach younger generations. JICA appreciates the cooperation and support extended to the project.



Japanese model Saki Shibata (center) with Japan Overseas Cooperation Volunteers and their colleagues working in Laos

This manga, which depicts women in Afghanistan fighting against discrimination and violence, was made available on the JICA website and was favorably received by many viewers.

